



**Broadband Technology Opportunities Program
Public Computer Centers Program – Sustainable Adoption Program**

Submitted Date: Easygrants ID: 2166	
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: SmartChicago Sustainable Broadband Adoption
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Mr. Hardik V Bhatt

Applicants must demonstrate that but for Federal funding they would not have been able to complete their project during the grant period.
The budget for the project must be reasonable and all costs must be eligible.

6-d. Applicant is providing matching funds of at least 20 percent towards to the total eligible project costs or is requesting a waiver of the matching requirements.

Yes

Matching Fund Waiver Request Explanation

C. Executive Summary

7. Executive Summary of Overall Proposal:

The City of Chicago created SmartChicago as three integrated proposals that will work with and support each other. SmartChicago Broadband Infrastructure provides the fiber backbone, service to public facilities and access points; SmartChicago Public Computer Centers provides critical public access to broadband, equipment, education, training and support; and SmartChicago Sustainable Broadband Adoption drives demand for broadband, transforming underserved communities into Smart Communities. [REDACTED]

[REDACTED]

SmartChicago Sustainable Broadband Adoption will use grassroots outreach and user-friendly trainings to change the mindset among vulnerable populations—primarily low-income and minority residents—and empower communities to be proficient users of broadband resources.

The campaign will be managed by community organizations with strong existing programs and trusted relationships with residents. Tech-savvy organizers in each of the five Smart



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Communities [REDACTED] will promote trainings at —FamilyNet Centers” and other locations. The trainings will help people learn Everyday Digital skills, access culturally relevant content, read and contribute to neighborhood web —portals,” and earn refurbished computers and netbooks. Topics and methods will be tailored for families, youth, seniors, business owners, ex-offenders and leaders.

The goal: more than 11,000 residents will directly experience the power of broadband and will begin using it daily. They in turn will teach friends, neighbors and family members, creating a culture of digital excellence.

All five neighborhoods are low- to moderate-income communities with large African-American and/or Latino populations. With a total population of 267,000, they are representative of neighborhoods across America where broadband usage is below average. Lessons learned will have wide use in Chicago and across the nation.

OVERVIEW

The community-run campaign will provide trainings to 5,456 potential broadband subscribers; serve an additional 5,704 through FamilyNet Centers and other free-access points; and reinforce the value of broadband through an awareness campaign and portals that reach 200,000 residents. Over the two-year program, an estimated 11,386 households will become new broadband subscribers, representing growth of about 38,592 individuals. Institutional subscribers will also grow with 11 non-profits and 90 businesses adding or upgrading broadband service.

INNOVATIVE APPROACH

The campaign will help residents discover the benefits of digital tools and broadband. By offering many types of programs, in local settings, thousands of individuals will begin using tools that are useful to them.

- Enhanced public access – FamilyNet Centers will be established at six locations with at least 10 desktop stations and three child-friendly computers each. Access will be free, hours expanded to evenings and Saturdays, and a full calendar of trainings will take place. FamilyNet Centers are co-located with established Centers for Working Families that provide financial assistance, training and employment services.



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• Trainings will include:

- [REDACTED] workshops will help residents learn tools such as on-line bill-paying and financial software, social networks (Facebook), on-line commerce, office software including Google docs, photo sharing (Flickr), video (YouTube), blogging, supervision of internet use by children, and use of Skype for free long-distance calls.

- [REDACTED] programs will help leaders use sites related to safety, services, schools, legislation, zoning and libraries.

-Business technology assessments will help businesses upgrade their systems.

-Business technical trainings will cover accounting, databases, graphics and certification programs.

-A Digital Youth Network will teach multimedia skills, blogging and graphic arts, and YouMedia centers at three libraries will train youth in media creation.

• Portals – Interactive portals for each neighborhood will encourage residents to post and read neighborhood news, events and business listings. See beta at pilsenportal.org.

• Incentives – Refurbished laptop and desktop computers will be distributed to those completing multi-session trainings, adding to the base of broadband users.

• Job creation – Business development groups will promote broadband access to attract new companies. Small disadvantaged technology firms will be contracted to provide tech services for the Smart Communities programs and household users.

By boosting the computer skills of more than 11,000 residents, the program will have a strong positive impact on employment prospects, earning power and educational achievement.

PARTNERS

The program will support broadband-intensive programming by partners including the University of Chicago Medical Center (online health); Commonwealth Edison (smart electric meters); Chicago Public Libraries; Chicago Public Schools (on-line education); Chicago



Transit Authority (maps, BusTracker); and Chicago Police (crime data at chicagopolice.org).

This program was designed by the City of Chicago with partners in the five Smart Communities. It will be managed by Local Initiatives Support Corporation/Chicago, which has long-standing neighborhood relationships. The plan is based on six months of work by residents in each neighborhood.

A total of 312 jobs will be created across eight quarters, based on 17 FTE jobs for trainers, organizers, technical services providers and content creators and editors; and an additional 32 jobs created or saved through technology training for small businesses.

Project cost is \$9.0 million, including this request for \$7.45 million and \$1.53 million in cash and in-kind contributions, a 20% match.

Project Purpose: Recovery Act & BTOP Objectives

[REDACTED]